

RECRUITING STRATEGICALLY

The Office of Personnel Management (OPM) has a website that provides recruitment tools to HR Specialists, Hiring Managers and Federal employees. USAJOBSRecruit.gov makes it easier for you to collaborate with one another and learn about new recruitment strategies and ways to market DOT and your Operating Administration (OA).

Key features include a recruiting toolkit with checklists, training modules, job aids and templates. The site includes Blogs and discussion forums by and for Federal employees, a recruiting event calendar, and a webinar series featuring best Federal recruiting practices.

ACTIVE RECRUITMENT

Recruitment is an ongoing process which requires attention and resources, even when you are not actively seeking to fill positions. Posting a Job Opportunity Announcement (JOA) is not a substitute for the more focused recruiting it takes to fill positions with highly qualified applicants. Passive recruitment strategies have proven ineffective in attracting the best qualified and most diverse pool of applicants.

RECRUITMENT PLANNING

To ensure we have the workforce we need now and in the future, work with your Hiring Managers to develop a clear idea about what skills are needed and when, the attributes of the person who will best meet these requirements, and a methodology for acquiring this workforce.

Finding quality candidates who possess the right skills requires planning. An effective recruitment plan is based on an understanding of agency staffing plans:

- Workforce Plan
- Staffing Acquisition Plan
- Succession Plan
- Affirmative Employment Plan Retention Plan
- Align your recruitment planning with these agency staffing plans to ensure that the time and effort invested in proactive recruiting will yield the greatest benefits.

TARGETING TALENT SOURCES

With a clear understanding of projected staffing needs, identify the talent pools and recruitment methods most likely to yield highly qualified candidates for the positions your agency will need to fill, such as:

- Colleges and universities with strong undergraduate and/or graduate programs in relevant areas
- Career placement offices Professional organizations
- Advertisements in professional association publications
- Job fairs

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- In-person presentations at professional gatherings (e.g., luncheons, conferences)
- Resume banks
- Job announcements on listserv
- Job boards (e.g., private sources, as well as USAJOBS)
- Online forums
- Industry-specific publications (advertise)
- Military transition centers and veterans organizations
- Employee referrals
- Applicant search firms state employment offices

Consider the top recruitment methods and talent sources for your agency's projected needs, and work with your Hiring Managers to engage them in proactive recruitment activities.

MARKETING STRATEGIES

Also key to effective recruiting is understanding why high performers come to work for an organization and communicating what you believe is important to these candidates — growth, opportunity for impact, interesting work, training and career development, personal and sick leave, insurance benefits, and flexible work schedules. Doing so can result in a quality hire and increased retention. Consider the following marketing strategies, and engage your Hiring Managers to the extent possible:

Cultivate Relationships and Build Networks

Partner with professional organizations that reach out to targeted applicant pools

- Join professional and technical organizations that focus on the areas of expertise most needed by your team
- Participate actively in annual conferences conducted by professional organizations
- Become familiar with Education and Training Available through DOT and use it for effective professional community outreach
- Place vacancy announcements on job boards and in professional and trade journals and newsletters
- Host speaking engagements for professional organizations to share your knowledge of your industry, to build relationships with organizers and attendees, and to increase interest in and awareness of your hiring needs

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Develop relationships with college and university career placement offices, faculty, student and alumni organizations and keep them informed of internship opportunities and vacancy announcements

- Establish a designated student liaison with targeted student organizations
- Attend and get involved in campus functions/activities
- Partner with professors to bring DOT/OA content and expertise to the classroom
- Identify topics of mutual interest and conduct online discussions with students and professors
- Nominate "link officers" within your organization to act as liaisons with universities and students at select schools
- Get involved with Honor Societies that have high caliber members with proven leadership potential, targeting candidates by major and graduation year
- Host speaking engagements at schools to educate students about DOT's and/or your OA's mission and careers and to increase the next generation of applicants

Partner with both professional and student organizations to conduct workshops on How to Apply for a Federal Government job and to share mission-related outlooks

PARTICIPATE IN CAREER AND JOB FAIRS

Career and job fairs can be great places to generate interest in your organization and the positions you are trying to fill. Work with the event organizers to optimize your role so that these events don't become expensive places to hand out trinkets. Many events offer government rates to participate, or will even waive the fees if you are likely to hire their attendees. University and elected officials' events are often judged by how many hires are made, not their profit. To increase your Return on Investment (ROI) from participating in these events, the following practices are suggested;

- Participate in networking receptions and other activities conducted during career and job fair timeframes
- Conduct employer information sessions
- For college recruiting, identify potential candidates for interviews prior to visiting a campus by contacting the career placement office, faculty, department heads and special interest groups
- Know the Hiring Process and Timeline so you can communicate them to prospective applicants

Achieve Diversity

Recruitment allows us to bring talent in areas where underrepresentation exists in the DOT workforce. Refer to Leveraging Diversity for information on how to recruit to support our diversity goals.